1. A compound of Formula I:

A - D - B (I)

or a pharmaceutically acceptable salt thereof, wherein

D is -NH-C(O)-NH-,

A is a substituted moiety of up to 40 carbon atoms of the formula: -L-(M-L^1)$_q$, where L is a 6 membered cyclic structure, which is substituted phenyl or unsubstituted phenyl, bound directly to D, L^1 comprises a substituted cyclic moiety having at least 5 members which is phenyl or pyridinyl,

M is a bridging which comprise -O-, -S-,

or -N(R^7)-, wherein R^7 is hydrogen, q is an integer of from 1-3; and

B is a substituted or unsubstituted, up to tricyclic aryl or heteroaryl moiety of up to 30 carbon atoms with at least one 6-member cyclic structure bound directly to D which is phenyl or pyridinyl,

wherein L^1 is substituted by -C(O)R_x,

R_z is hydrogen or a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatoms, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from, S, N and O, C_{7-24} alkaryl, C_{7-24} or aralkyl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl up to per halo cycloalkyl having 0-3 heteroatoms selected from N, S and O, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl having 1-3 heteroatoms selected from O, N and S, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g;

R_x is R_z or NR_aR_b where R_a and R_b are

a) independently hydrogen,

a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_{3-10} cycloalkyl, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_{3-12} hetaryl having 1-3 heteroatoms selected from O,

N and S, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, C_{7-24} aralkyl, or C_7-C_{24} alkaryl, and is optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g and are optionally substituted by halogen, or

-OSi(R_f)$_3$ where R_f is hydrogen or a carbon based moiety of up to 24 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, S and N, or C_{7-24} aralkyl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g, or

b) R_a and R_b together form a 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O, optionally substituted by halogen, hydroxy or carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, halo substituted C_{1-6} alkyl up to per halo alkyl, halo substituted C_6-C_{12} aryl up to per halo aryl, halo substituted C_3-C_{12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g, or

c) one of R_a or R_b is -C(O)-, a C_1-C_5 divalent alkylene group or a substituted C_1-C_5 divalent alkylene group bound to the moiety L to form a cyclic structure with at least 5 members, wherein the substituents of the substituted C_1-C_5 divalent alkylene group are selected from the group consisting of halogen, hydroxy, and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g,

where B is substituted, L is substituted or L^1 is additionally substituted, the substituents are selected from the group consisting of halogen, up to per-halo, and Wn, where n is 0-3;

wherein each W is independently selected from the group consisting of -CN, -CO_2R^7, -C(O)NR^7R^7, -C(O)-R^7, -NO_2, -OR^7, -SR^7, -NR^7R^7, -$NR^7C(O)OR^7$, -$NR^7C(O)R^7$, -Q-Ar, and carbon based moieties of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_3-C_{12} heteroaryl having 1-3 heteroatoms selected from O, N and S, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents independently selected from the group consisting of -CN, -CO_2R^7, -C(O)R^7, -C(O)NR^7R^7, -OR^7, -SR^7, -NR^7R^7, -NO_2, -$NR^7C(O)R^7$, -$NR^7C(O)OR^7$ and halogen up to per-halo; with each R^7 independently selected from H or a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{14} alkaryl, C_7-C_{24} aralkyl, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by halogen,

wherein Q is -O-, -S-, -N(R^7)-, -$(CH_2)_m$-, -C(O)-, -CH(OH)-, -$(CH_2)_m$O-, -$(CH_2)_m$S-, -$(CH_2)_m$N(R^7)-, -O$(CH_2)_m$-, CHX^a-, -CX^a_2-, -S-$(CH_2)_m$- and -N(R^7)$(CH_2)_m$-, where m= 1-3, and X^a is halogen; and

Ar is a 5- or 6-member aromatic structure containing 0-2 members selected from the group consisting of nitrogen, oxygen and sulfur, which is optionally substituted by halogen, up to per-halo, and optionally substituted by Z_{n1}, wherein n1 is 0 to 3 and each Z is independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-NO_2$, $-OR^7$, $-SR^7$ $-NR^7R^7$, $-NR^7C(O)OR^7$, $-NR^7C(O)R^7$, and a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_6-C_{14} aryl, or C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents selected from the group consisting of -CN, $-CO_2R^7$, $-COR^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NO_2$, $-NR^7R^7$, $-NR^7C(O)R^7$, and $-NR^7C(O)OR^7$, with R^7 as defined above

where R_g is C_{1-10} alkyl; -CN, $-CO_2R_d$, $-OR_d$, $-SR_d$, $-NO_2$, $-C(O)R_e$, $-NR_dR_e$, $-NR_d$ $C(O)OR_e$ and $-NR_d$ $C(O)R_e$, and R_d and R_e are independently selected from the group consisting of hydrogen, C_{1-10}, alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_{6-12} aryl, C_3-C_{12} hetaryl with 1-3 heteroatoms selected from O, N and S and C_7-C_{24} aralkyl, C_7-C_{24} alkaryl, up to per halo substituted C_1-C_{10} alkyl, up to per halo substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, up to per halo substituted C_6-C_{14} aryl, up to per halo substituted C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, N, and S, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and up to per halo substituted C_7-C_{24} aralkyl.

2. A compound as in claim 1 wherein:

R_y is hydrogen, C_{1-10} alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatoms, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{7-24} aralkyl, C_{7-24} alkaryl, substituted C_{1-10} alkyl, substituted C_{1-10} alkoxy, substituted C_{3-10} cycloalkyl having 0-3 heteroatoms selected from N, S and O, substituted C_6-C_{14} aryl, substituted C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, substituted C_{7-24} alkaryl or substituted C_7-C_{24} aralkyl, where R_y is a substituted group, it is substituted by halogen up to per halo,

R_z is hydrogen, C_{1-10} alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatom, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from, S, N and O, C_{7-24} alkaryl, C_{7-24} aralkyl, substituted C_{1-10} alkyl, substituted C_{1-10} alkoxy, substituted C_6-C_{14} aryl, substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from S, N and O,

substituted C_{3-12} hetaryl having 1-3 heteroatoms selected from S, N and O, substituted C_{7-24} alkaryl or substituted C_7-C_{24} aralkyl where R_z is a substituted group, it is substituted by halogen up to per halo, hydroxy, C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl up to per halo cycloalkyl having 0-3 heteroatoms selected from N, S and O, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl having 1-3 heteroatoms selected from O, N and S, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and -C(O)R_g,

R_a and R_b are,

a) independently hydrogen,

a carbon based moiety selected from the group consisting of C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_{3-10} cycloalkyl, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_{3-12} hetaryl having 1-3 heteroatoms selected from O, N and S, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, C_{7-24} aralkyl, C_7-C_{24} alkaryl, substituted C_{1-10} alkyl, substituted C_{1-10} alkoxy, substituted C_{3-10} cycloalkyl, having 0-3 heteroatoms selected from N, S and O, substituted C_{6-12} aryl, substituted C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, substituted C_{7-24} aralkyl, substituted C_{7-24} alkaryl, where R_a and R_b are a substituted group, they are substituted by halogen up to per halo, hydroxy, C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo heteraryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and -C(O)R_g; or

-OSi(R_f)$_3$ where R_f is hydrogen, C_{1-10} alkyl, C_{1-10} alkoxy, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, S and N, C_{7-24} aralkyl, substituted C $_{1-10}$ alkyl, substituted C_1-C_{10} alkoxy, substituted C_3-C_{12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, substituted C_3-C_{12} heteraryl having 1-3 heteroatoms selected from O, S, and N, substituted C_{6-12} aryl, and substituted C_{7-24} alkaryl, where R_f is a substituted group it is substituted halogen up to per halo, hydroxy, C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo

alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo heteraryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and -C(O)R_g,

or

b) R_a and R_b together form a 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O, or a substituted 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O with substituents selected from the group consisting of halogen up to per halo, hydroxy, C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, halo substituted C_{1-6} alkyl up to per halo alkyl, halo substituted C_6-C_{12} aryl up to per halo aryl, halo substituted C_3-C_{12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo heteraryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and -C(O)R_g,

or

c) one of R_a or R_b is -C(O)-, a C_1-C_5 divalent alkylene group or a substituted C_1-C_5 divalent alkylene group bound to the moiety L to form a cyclic structure with at least 5 members,

wherein the substituents of the substituted C_1-C_5 divalent alkylene group are selected from the group consisting of halogen, hydroxy, C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo heteraryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and -C(O)R_g,

where R_g is C_{1-10} alkyl; -CN, -CO_2R_d, -OR_d, -SR_d, -NO_2, -C(O)R_e, -NR_dR_e, -NR_d C(O)OR_e and -NR_d C(O)R_e, and R_d and R_e are independently selected from the group consisting of hydrogen, C_{1-10}, alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_{6-12} aryl, C_3-C_{12} hetaryl with 1-3 heteroatoms selected from O, N and S and C_7-C_{24} aralkyl, C_7-C_{24} alkaryl, up to per halo substituted C_1-C_{10} alkyl, up to per halo substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, up to per halo substituted C_6-C_{14} aryl, up to per halo substituted C_3-C_{12} hetaryl having 1-3

heteroatoms selected from O, N, and S, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and up to per halo substituted C_7-C_{24} aralkyl;

W is independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)NR^7R^7$, $-C(O)-R^7$, $-NO_2$, $-OR^7$, $-SR^7$, $-NR^7R^7$, $-NR^7C(O)OR^7$, $-NR^7C(O)R^7$, C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_3-C_{12} heteroaryl having 1-3 heteroatoms selected from O, N and S, C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, substituted C_1-C_{10} alkyl, substituted C_1-C_{10} alkoxy, substituted C_2-C_{10} alkenyl, substituted C_1-C_{10} alkenoyl, substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, substituted C_6-C_{12} aryl, substituted C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, N and S, substituted C_7-C_{24} aralkyl, substituted C_7-C_{24} alkaryl, substituted C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and -Q-Ar;

R^7 is independently selected from H, C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{14} alkaryl, C_7-C_{24} aralkyl, C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, up to per-halosubstituted C_1-C_{10} alkyl, up to per-halosubstituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, up to per-halosubstituted C_6-C_{14} aryl, up to per-halosubstituted C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, up to per-halosubstituted C_7-C_{24} aralkyl, up to per-halosubstituted C_7-C_{24} alkaryl, and up to per-halosubstituted C_4-C_{23} alkheteroaryl; and

each Z is independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-NO_2$, $-OR^7$, $-SR^7$ $-NR^7R^7$, $-NR^7C(O)OR^7$, $-NR^7C(O)R^7$, C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, substituted C_1-C_{10} alkyl, substituted C_1-C_{10} alkoxy, substituted C_2-C_{10} alkenyl, substituted C_1-C_{10} alkenoyl, substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, substituted C_6-C_{12} aryl, substituted C_7-C_{24} alkaryl, substituted C_7-C_{24} aralkyl and substituted C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S; wherein if Z is a substituted group, the one or more substituents are selected from the group consisting of -CN, $-CO_2R^7$, $-COR^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NO_2$, $-NR^7R^7$, $-NR^7C(O)R^7$, and $-NR^7C(O)OR^7$.

3. A compound as in claim 1 wherein M is -O-.

4. A compound as in claim 1 wherein the cyclic structures of B and L bound directly to D are not substituted in the ortho position by-OH.

5. A compound as in claim 1 wherein the cyclic structures of B and L bound directly to D are not substituted in the ortho position by a moiety having an ionizable hydrogen and a pKa of 10 or less.

6. **(Canceled)**

7. A compound of claim 1 wherein B of Formula I is an unsubstituted phenyl group.

8. A compound of claim 1 wherein B of Formula I is a substituted phenyl group, substituted 1 to 3 times by 1 or more substituents selected from the group consisting of -CN, halogen, C_1-C_{10} alkyl, C_1-C_{10} alkoxy, -OH, up to per halo substituted C_1-C_{10} alkyl, up to per halo substituted C_1-C_{10} alkoxy or phenyl substituted by halogen up to per halo.

9. **(Canceled)**

10. A compound of claim 8, wherein L, the 6 member cyclic structure bound directly to D, is an unsubstituted phenyl group.

11. **(Canceled)**

12. A compound of claim 1, wherein said substituted cyclic moiety L^1 is pyridinyl.

13. A compound of claim 3, wherein said substituted cyclic moiety L^1 is pyridinyl.

14. A compound of claim 7, wherein said substituted cyclic moiety L^1 is pyridinyl.

15. A compound of claim 8, wherein said substituted cyclic moiety L^1 is pyridinyl.

16. (Canceled)

17. A compound of claim 10, wherein said substituted cyclic moiety L^1 is pyridinyl.

18. A compound of claim 14, wherein M is -O-.

19. A compound of claim 15, wherein M is -O-.

20. (Canceled)

21. A compound of claim 17, wherein M is -O-.

22. A compound of claim 1 wherein L^1 is additionally substituted 1 to 3 times by one or more substituents selected from the group consisting of C_1-C_{10} alkyl, up to per halo substituted C_1-C_{10} alkyl, -CN, -OH, halogen, C_1-C_{10} alkoxy and up to per halo substituted C_1-C_{10} alkoxy.

23. A compound of claim 13 wherein L^1 is additionally substituted 1 to 3 times by one or more substituents selected from the group consisting of C_1-C_{10} alkyl, up to per halo substituted C_1-C_{10} alkyl, -CN, -OH, halogen, C_1-C_{10} alkoxy and up to per halo substituted C_1-C_{10} alkoxy.

24. A compound of claim 18 wherein L^1 is additionally substituted 1 to 3 times by one or more substituents selected from the group consisting of C_1-C_{10} alkyl, up to per halo substituted C_1-C_{10} alkyl, -CN, -OH, halogen, C_1-C_{10} alkoxy and up to per halo substituted C_1-C_{10} alkoxy.

25. A compound of claim 19 wherein L^1 is additionally substituted 1 to 3 times by one or more substituents selected from the group consisting of C_1-C_{10} alkyl, up to per halo

substituted C_1-C_{10} alkyl, -CN, -OH, halogen, C_1-C_{10} alkoxy and up to per halo substituted C_1-C_{10} alkoxy.

26. (Canceled)

27. A compound of claim 21 wherein L^1 is additionally substituted 1 to 3 times by one or more substituents selected from the group consisting of C_1-C_{10} alkyl, up to per halo substituted C_1-C_{10} alkyl, -CN, -OH, halogen, C_1-C_{10} alkoxy and up to per halo substituted C_1-C_{10} alkoxy.

28.-29. (Canceled)

30. A compound of claim 1 wherein L^1 is substituted only by $-C(O)R_x$.

31.-32. (Canceled)

33. A compound of claim 13 wherein L^1 is substituted by $-C(O)R_x$ wherein R_x is NR_aR_b.

34. A compound of claim 18 wherein L^1 is substituted by $-C(O)R_x$ wherein R_x is NR_aR_b.

35. A compound of claim 19 wherein L^1 is substituted by $-C(O)R_x$, wherein R_x is NR_aR_b.

36. (Canceled)

37. A compound of claim 21 wherein L^1 is substituted by $-C(O)R_x$ wherein R_x is NR_aR_b.

38. A compound of Formula I:

$$A - D - B \qquad (I)$$

or a pharmaceutically acceptable salt thereof, wherein

D is -NH-C(O)-NH-,

A is a substituted moiety of up to 40 carbon atoms of the formula: $-L-(M-L^1)_q$, where L is a 6 membered aryl moiety which is unsubstituted phenyl bound directly to D, L^1 comprises a substituted cyclic moiety having at least 5 members which is phenyl or pyridinyl, M is -O- and

B is a substituted or unsubstituted, up to tricyclic aryl or heteroaryl moiety of up to 30 carbon atoms with at least one 6-member cyclic structure bound directly to D which is phenyl or pyridinyl

wherein L^1 is substituted by $-C(O)R_x$

R_x is NR_aR_b where R_a and R_b are

a) independently hydrogen,

a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is of C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_{3-10} cycloalkyl, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_{3-12} hetaryl having 1-3 heteroatoms selected from O, N and S, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, C_{7-24} aralkyl or C_7-C_{24} alkaryl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$ or

$-OSi(R_f)_3$ where R_f is hydrogen or a carbon based moiety of up to 24 carbon atoms optionally containing heteroatoms selected from N, S and O and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted

C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g, or

b) R_a and R_b together form a 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O, or a substituted 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O substituted by halogen, hydroxy or carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, halo substituted C_{1-6} alkyl up to per halo alkyl, halo substituted C_6-C_{12} aryl up to per halo aryl, halo substituted C_3-C_{12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g, or

c) one of R_a or R_b is -C(O)-, a C_1-C_5 divalent alkylene group or a substituted C_1-C_5 divalent alkylene group bound to the moiety L to form a cyclic structure with at least 5 members, wherein the substituents of the substituted C_1-C_5 divalent alkylene group are selected from the group consisting of halogen, hydroxy, and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g, and are optionally substituted by halogen;

where B is substituted, L is substituted or L^1 is additionally substituted, the substituents are selected from the group consisting of halogen, up to per-halo, and Wn, where n is 0-3;

wherein each W is independently selected from the group consisting of -CN, -CO_2R^7, -C(O)NR^7R^7, -C(O)-R^7, -NO_2, -OR^7, -SR^7, -NR^7R^7, -$NR^7C(O)OR^7$, -$NR^7C(O)R^7$, -Q-Ar, and carbon based moieties of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, or C_3-C_{12} heteroaryl having 1-3 heteroatoms selected from O, N and

S, and optionally substituted by one or more substituents independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NR^7R^7$, $-NO_2$, $-NR^7C(O)R^7$, $-NR^7C(O)OR^7$ and halogen up to per-halo; with each R^7 independently selected from H or a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{14} alkaryl, C_7-C_{24} aralkyl, C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by halogen,

wherein Q is -O-, -S-, $-N(R^7)-$, $-(CH_2)_m-$, -C(O)-, -CH(OH)-, $-(CH_2)_mO-$, $-(CH_2)_mS-$, $-(CH_2)_mN(R^7)-$, $-O(CH_2)_m-$ CHX^a-, $-CX^a{}_2-$, $-S-(CH_2)_m-$ and $-N(R^7)(CH_2)_m-$, where m= 1-3, and X^a is halogen;

Ar is a 5- or 6-member aromatic structure containing 0-2 members selected from the group consisting of nitrogen, oxygen and sulfur, which is optionally substituted by halogen, up to per-halo, and optionally substituted by Z_{n1}, wherein n1 is 0 to 3 and each Z is independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-NO_2$, $-OR^7$, $-SR^7$ $-NR^7R^7$, $-NR^7C(O)OR^7$, $-NR^7C(O)R^7$, and a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents are selected from the group consisting of -CN, $-CO_2R^7$, $-COR^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NO_2$, $-NR^7R^7$, $-NR^7C(O)R^7$, and $-NR^7C(O)OR^7$, with R^7 as defined above where R_g is $C_{1\text{-}10}$ alkyl; -CN, $-CO_2R_d$, $-OR_d$, $-SR_d$, $-NO_2$, $-C(O)R_e$, $-NR_dR_e$, $-NR_d$ $C(O)OR_e$ and $-NR_d$ $C(O)R_e$, and R_d and R_e are independently selected from the group consisting of hydrogen, $C_{1\text{-}10}$, alkyl, $C_{1\text{-}10}$ alkoxy, $C_{3\text{-}10}$ cycloalkyl having 0-3 heteroatoms selected from O, N and S, $C_{6\text{-}12}$ aryl, C_3-C_{12} hetaryl with 1-3 heteroatoms selected from O, N and S and C_7-C_{24} aralkyl, C_7-C_{24} alkaryl, up to per halo substituted C_1-C_{10} alkyl, up to per halo substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, up to per halo substituted C_6-C_{14} aryl, up to per halo substituted C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, N, and S, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or up to per halo substituted C_7-C_{24} aralkyl.

39. A compound of Formula I:

$$A - D - B \qquad (I)$$

or a pharmaceutically acceptable salt thereof, wherein

D is -NH-C(O)-NH-,

A is a substituted moiety of up to 40 carbon atoms of the formula: $-L-(M-L^1)_q$, where L is a substituted or unsubstituted phenyl or pyridinyl moiety bound directly to D, L^1 comprises a substituted phenyl, or pyridinyl moiety, M is -O- and

B is a substituted or unsubstituted phenyl group bound directly to D,

wherein L^1 is substituted by-$C(O)R_x$,

R_x is NR_aR_b where R_a and R_b are

a) independently hydrogen,

a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_{3-10} cycloalkyl, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_{3-12} hetaryl having 1-3 heteroatoms selected from O, N and S, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, C_{7-24} aralkyl, or C_7-C_{24} alkaryl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, or halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and -$C(O)R_g$, or

-$OSi(R_f)_3$ where R_f is hydrogen or a carbon based moiety of up to 24 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{6-12} aryl, or C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, S and N, C_{7-24} aralkyl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up

to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, or halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and -C(O)R_g, or

b) R_a and R_b together form a 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O, optionally substituted by halogen, hydroxy or carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, halo substituted C_{1-6} alkyl up to per halo alkyl, halo substituted C_6-C_{12} aryl up to per halo aryl, halo substituted C_3-C_{12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g, or

c) one of R_a or R_b is -C(O)-, a C_1-C_5 divalent alkylene group or a substituted C_1-C_5 divalent alkylene group bound to the moiety L to form a cyclic structure with at least 5 members, wherein the substituents of the substituted C_1-C_5 divalent alkylene group are selected from the group consisting of halogen, hydroxy, and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g,

where B is substituted, L is substituted or L^1 is additionally substituted, the substituents are selected from the group consisting of halogen, up to per-halo, and Wn, where n is 0-3;

wherein each W is independently selected from the group consisting of -CN, -CO_2R^7, -C(O)NR^7R^7, -C(O)-R^7, -NO_2, -OR^7, -SR^7, -NR^7R^7, -$NR^7C(O)OR^7$, -$NR^7C(O)R^7$, -Q-Ar, and carbon based moieties of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_3-C_{12} heteroaryl having 1-3 heteroatoms selected from O, N and S,

or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NR^7R^7$, $-NO_2$, $-NR^7C(O)R^7$, $-NR^7C(O)OR^7$ and halogen up to per-halo; with each R^7 independently selected from H or a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{14} alkaryl, C_7-C_{24} aralkyl, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S,

wherein Q is -O-, -S-, $-N(R^7)-$, $-(CH_2)_m-$, -C(O)-, -CH(OH)-, $-(CH_2)_mO-$, $-(CH_2)_mS-$, $-(CH_2)_mN(R^7)-$, $-O(CH_2)_m-$ CHX^a-, $-CX^a_2-$, $-S-(CH_2)_m-$ and $-N(R^7)(CH_2)_m-$, where m= 1-3, and X^a is halogen;

Ar is a 5- or 6-member aromatic structure containing 0-2 members selected from the group consisting of nitrogen, oxygen and sulfur, which is optionally substituted by halogen, up to per-halo, and optionally substituted by Z_{n1}, wherein n1 is 0 to 3 and each Z is independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-NO_2$, $-OR^7$, - SR^7 $-NR^7R^7$, $-NR^7C(O)OR^7$, $-NR^7C(O)R^7$, and a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents selected from the group consisting of -CN, $-CO_2R^7$, $-COR^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NO_2$, $-NR^7R^7$, $-NR^7C(O)R^7$, and $-NR^7C(O)OR^7$; and where R_g is $C_{1\text{-}10}$ alkyl; -CN, $-CO_2R_d$, $-OR_d$, $-SR_d$, $-NO_2$, $-C(O)R_e$, $-NR_dR_e$, $-NR_d\,C(O)OR_e$ and $-NR_d\,C(O)R_e$, and R_d and R_e are independently selected from the group consisting of hydrogen, $C_{1\text{-}10}$, alkyl, $C_{1\text{-}10}$ alkoxy, $C_{3\text{-}10}$ cycloalkyl having 0-3 heteroatoms selected from O, N and S, $C_{6\text{-}12}$ aryl, C_3-C_{12} hetaryl with 1-3 heteroatoms selected from O, N and S and C_7-C_{24} aralkyl, C_7-C_{24} alkaryl, up to per halo substituted C_1-C_{10} alkyl, up to per halo substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, up to per halo substituted C_6-C_{14} aryl, up to per halo substituted C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, N, and S, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or up to per halo substituted C_7-C_{24} aralkyl.

40. A compound as in claim 38 wherein the cyclic structures of B and L bound directly to D are not substituted in the ortho position by-OH.

41. A compound as in claim 38 wherein the cyclic structures of B and L bound directly to D are not substituted in the ortho position by a moiety having an ionizable hydrogen and a pKa of 10 or less.

42. A compound as in claim 39 wherein the cyclic structures of B and L bound directly to D are not substituted in the ortho position by-OH.

43. A compound as in claim 39 wherein the cyclic structures of B and L bound directly to D are not substituted in the ortho position by a moiety having an ionizable hydrogen and a pKa of 10 or less.

44. A compound as in claim 38 wherein substituents for B and L and additional substituents for L^1, are selected from the group consisting of C_1-C_{10} alkyl up to per halo substituted C_1-C_{10} alkyl, CN, OH, halogen, C_1-C_{10} alkoxy and up to per halo substituted C_1-C_{10} alkoxy.

45. A compound as in claim 39 wherein substituents for B and L and additional substituents for L^1, are selected from the group consisting of C_1-C_{10} alkyl up to per halo substituted C_1-C_{10} alkyl, CN, OH, halogen, C_1-C_{10} alkoxy and up to per halo substituted C_1-C_{10} alkoxy.

46.-47. (Canceled)

48. A compound of claim 38 wherein R_a and R_b are independently hydrogen and C_{1-6} alkyl .

49. A compound of claim 39 wherein R_a and R_b are independently hydrogen and C_{1-6} alkyl, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O and are optionally substituted by halogen.

50. A pharmaceutically acceptable salt of a compound of formula I of claim 1 which is

a) a basic salt of an organic acid or inorganic acid which is hydrochloric acid, hydrobromic acid, sulfuric acid, phosphoric acid, methanesulfonic acid, trifluoromethanesulfonic acid, benzenesulfonic acid, p-toluene sulfonic acid (tosylate salt), 1-napthalene sulfonic acid, 2-napthalene sulfonic acid, acetic acid, trifluoroacetic acid, malic acid, tartaric acid, citric acid, lactic acid, oxalic acid, succinic acid, fumaric acid, maleic acid, benzoic acid, salicylic acid, phenylacetic acid, or mandelic acid; or

b) an acid salt of an organic or inorganic base containing an alkali metal cation, an alkaline earth metal cation, an ammonium cation, an aliphatic substituted ammonium cation or an aromatic substituted ammonium cation.

51. A pharmaceutically acceptable salt of a compound of claim 61 which is

a) a basic salt of an organic acid or inorganic acid which is hydrochloric acid, hydrobromic acid, sulfuric acid, phosphoric acid, methanesulfonic acid, trifluoromethanesulfonic acid, benzenesulfonic acid, p-toluene sulfonic acid (tosylate salt), 1-napthalene sulfonic acid, 2-napthalene sulfonic acid, acetic acid, trifluoroacetic acid, malic acid, tartaric acid, citric acid, lactic acid, oxalic acid, succinic acid, fumaric acid, maleic acid, benzoic acid, salicylic acid, phenylacetic acid, or mandelic acid; or

b) an acid salt of an organic or inorganic base containing an alkali metal cation, an alkaline earth metal cation, an ammonium cation, an aliphatic substituted ammonium cation or an aromatic substituted ammonium cation.

52. A pharmaceutically acceptable salt of a compound of claim 33 which is

a) a basic salt of an organic acid or inorganic acid which is hydrochloric acid, hydrobromic acid, sulfuric acid, phosphoric acid, methanesulfonic acid, trifluoromethanesulfonic acid, benzenesulfonic acid, p-toluene sulfonic acid (tosylate salt), 1-napthalene sulfonic acid, 2-napthalene sulfonic acid, acetic acid, trifluoroacetic acid, malic acid, tartaric acid, citric acid, lactic acid, oxalic acid, succinic acid, fumaric acid, maleic acid, benzoic acid, salicylic acid, phenylacetic acid, or mandelic acid; or

b) an acid salt of an organic or inorganic base containing an alkali metal cation, an alkaline earth metal cation, an ammonium cation, an aliphatic substituted ammonium cation or an aromatic substituted ammonium cation.

53. A pharmaceutically acceptable salt of a compound of claim 38 which is

a) a basic salt of an organic acid or inorganic acid which is hydrochloric acid, hydrobromic acid, sulfuric acid, phosphoric acid, methanesulfonic acid, trifluoromethanesulfonic acid, benzenesulfonic acid, p-toluene sulfonic acid (tosylate salt), 1-napthalene sulfonic acid, 2-napthalene sulfonic acid, acetic acid, trifluoroacetic acid, malic acid, tartaric acid, citric acid, lactic acid, oxalic acid, succinic acid, fumaric acid, maleic acid, benzoic acid, salicylic acid, phenylacetic acid, or mandelic acid; or

b) an acid salt of an organic or inorganic base containing an alkali metal cation, an alkaline earth metal cation, an ammonium cation, an aliphatic substituted ammonium cation or an aromatic substituted ammonium cation.

54. A pharmaceutically acceptable salt of a compound of claim 39 which is

a) a basic salt of an organic acid or inorganic acid which is hydrochloric acid, hydrobromic acid, sulfuric acid, phosphoric acid, methanesulfonic acid, trifluoromethanesulfonic acid, benzenesulfonic acid, p-toluene sulfonic acid (tosylate salt), 1-napthalene sulfonic acid, 2-napthalene sulfonic acid, acetic acid, trifluoroacetic acid, malic acid, tartaric acid, citric acid, lactic acid, oxalic acid, succinic acid, fumaric acid, maleic acid, benzoic acid, salicylic acid, phenylacetic acid, or mandelic acid; or

b) an acid salt of an organic or inorganic base containing an alkali metal cation, an alkaline earth metal cation, an ammonium cation, an aliphatic substituted ammonium cation or an aromatic substituted ammonium cation.

55. A pharmaceutical composition comprising a compound of claim 1 or a pharmaceutically acceptable salt of a compound of formula I, and a physiologically acceptable carrier.

56. A pharmaceutical composition comprising a compound of claim 2 and a physiologically acceptable carrier.

57. A pharmaceutical composition comprising a compound of claim 33 and a physiologically acceptable carrier.

58. A pharmaceutical composition comprising a compound of claim 38 and a physiologically acceptable carrier.

59. A pharmaceutical composition comprising a compound of claim 39 and a physiologically acceptable carrier.

60. A compound selected from the group consisting of
3-tert butyl phenyl ureas of Table 1 above;
5-tert butyl-2-methoxyphenyl ureas of Table 2 above;
5-(trifluoromethyl)-2 phenyl ureas of Table 3 above;
3-(trifluoromethyl) –4 chlorophenyl ureas of Table 4 above;
3-(trifluoromethyl)-4-bromophenyl ureas of Table 5 above;
5-(trifluoromethyl)-4-chloro-2 methoxyphenyl ureas of Table 6 above; and
ureas 101-103 in Table 7 above.

61. A compound selected from the group consisting of
N-(3-*tert*-butylphenyl)-*N'*-(4-(3-(*N*-methylcarbamoyl)phenoxy)phenyl urea;
N-(3-*tert*-butylphenyl)-*N'*-(4-(4-acetylphenoxy)phenyl urea;
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(1,3-dioxoisoindolin-5-yloxy)phenyl) urea,
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(1-oxoisoindolin-5-yloxy)phenyl) urea,
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(4-methoxy-3-(*N*-methylcarbamoyl)phenoxy)phenyl) urea;
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(3-(*N*-methylcarbamoyl)phenoxy)phenyl) urea;
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(3-(2-carbamoyl-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-carbamoyl-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridylthio)phenyl) urea,
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(2-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;

N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(3-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-carbamoyl-4-pyridyloxy)phenyl) urea,
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(4-(2-carbamoyl-4-pyridyloxy)phenyl) urea;
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridylthio)phenyl) urea,
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(2-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(3-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(2-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea; and
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(3-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea.

62. A method for the treatment of a cancerous cell growth mediated by raf kinase, comprising administering a compound of claim 1.

63. A method for the treatment of a cancerous cell growth mediated by raf kinase, comprising administering a compound of claim 33.

64. A method for the treatment of a cancerous cell growth mediated by raf kinase, comprising administering a compound of claim 38.

65. A method for the treatment of a cancerous cell growth mediated by raf kinase, comprising administering a compound of claim 39.

66. A method for the treatment of a cancerous cell growth mediated by raf kinase, comprising administrating a compound selected from the group consisting of
3-tert butyl phenyl ureas of Table 1 above;
5-tert butyl-2-methoxyphenyl ureas of Table 2 above;
5-(trifluoromethyl)-2 phenyl ureas of Table 3 above;
3-(trifluoromethyl) –4 chlorophenyl ureas of Table 4 above;
3-(trifluoromethyl)-4-bromophenyl ureas of Table 5 above;
5-(trifluoromethyl)-4-chloro-2 methoxyphenyl ureas of Table 6 above; and
ureas 101-103 in Table 7 above.

67. A method for the treatment of a cancerous cell growth mediated by raf kinase, comprising administrating a compound selected from the group consisting of
N-(3-*tert*-butylphenyl)-*N'*-(4-(3-(*N*-methylcarbamoyl)phenoxy)phenyl urea;
N-(3-*tert*-butylphenyl)-*N'*-(4-(4-acetylphenoxy)phenyl urea;
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(1,3-dioxoisoindolin-5-yloxy)phenyl) urea,
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(1-oxoisoindolin-5-yloxy)phenyl) urea,
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(4-methoxy-3-(*N*-methylcarbamoyl)phenoxy)phenyl) urea;
N-(5-*tert*-butyl-2-methoxyphenyl)-*N'*-(4-(3-(*N*-methylcarbamoyl)phenoxy)phenyl) urea;
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(3-(2-carbamoyl-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-carbamoyl-4-pyridyloxy)phenyl) urea,
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridylthio)phenyl) urea;

N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(2-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;
N-(2-methoxy-5-(trifluoromethyl)phenyl)-*N'*-(3-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-carbamoyl-4-pyridyloxy)phenyl) urea,
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(4-(2-carbamoyl-4-pyridyloxy)phenyl) urea and
N-(4-chloro-3-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridylthio)phenyl) urea;
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(2-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;
N-(4-bromo-3-(trifluoromethyl)phenyl)-*N'*-(3-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea;
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(3-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(4-(2-(*N*-methylcarbamoyl)-4-pyridyloxy)phenyl) urea;
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(2-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea; and
N-(2-methoxy-4-chloro-5-(trifluoromethyl)phenyl)-*N'*-(3-chloro-4-(2-(*N*-methylcarbamoyl)(4-pyridyloxy))phenyl) urea.

68. A compound of Formula I:

A - D - B (I)

or a pharmaceutically acceptable salt thereof, wherein

D is -NH-C(O)-NH-,

A is a substituted moiety of the formula:

$$-L-M-L^1,$$

wherein L is

phenyl, optionally substituted with 1-3 substituents independently selected from the group consisting of C_1-C_5 linear or branched alkyl, C_1-C_5 linear or branched haloalkyl up to perhalo, C_1-C_3 alkoxy, C_1-C_3 haloalkoxy up to per haloalkoxy, hydroxy, amino, C_1-C_3 alkylamino, C_1-C_6 dialkylamino, halogen, cyano, and nitro;

L^1 comprises a substituted cyclic moiety which is

(i) phenyl, optionally substituted with 1-3 substituents independently selected from the group consisting of R^7, OR^7, $NR^7R^{7'}$, $C(O)R^7$, $C(O)OR^7$, $C(O)NR^7R^{7'}$, $NR^7C(O)R^{7'}$, $NR^7C(O)OR^{7'}$, halogen, cyano and nitro;

(ii) pyridinyl optionally substituted with 1-3 substituents independently selected from the group consisting of R^7, OR^7, $NR^7R^{7'}$, $C(O)R^7$, $C(O)OR^7$, $C(O)NR^7R^{7'}$, $NR^7C(O)R^{7'}$, $NR^7C(O)OR^{7'}$, halogen, cyano and nitro; $C(O)OR^7$, $C(O)NR^7R^{7'}$, $NR^7C(O)R^{7'}$, $NR^7C(O)OR^{7'}$, halogen, cyano and nitro; and

wherein L^1 is substituted by $C(O)R_x$

wherein R_x is R_z or NR_aR_b and R_a and R_b are

a) independently R_z or $-OSi(R_f)_3$; or

b) combined together to form a 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O, optionally substituted by halogen, hydroxy or R_y; or

c) one of R_a or R_b is -C(O)-, a C_1-C_5 divalent alkylene group or a substituted

C_1-C_5 divalent alkylene group bound to the moiety L^1 to form a cyclic structure with at least 5 members, wherein the substituents of the substituted

C_1-C_5 divalent alkylene group are selected from the group consisting of halogen, hydroxy, and R_y;

M is -O-

B is

(i) phenyl, optionally substituted with 1-3 substituents independently selected from the group consisting of R^7, OR^7, $NR^7R^{7'}$, $C(O)R^7$, $C(O)OR^7$, $C(O)NR^7R^{7'}$, $NR^7C(O)R^{7'}$, $NR^7C(O)OR^{7'}$ halogen, cyano, and nitro; or

(ii) pyridinyl optionally substituted with 1-3 substituents independently selected from the group consisting of R^7, OR^7, $NR^7R^{7'}$, $C(O)R^7$, $C(O)OR^7$, $C(O)NR^7R^{7'}$, $NR^7C(O)R^{7'}$, $NR^7C(O)OR^{7'}$, halogen, cyano, and nitro; and

each R^7, $R^{7'}$, R_z and R_f is independently

(a) hydrogen,

(b) C_1-C_6 linear, branched, or cyclic alkyl, optionally substituted with 1-3 substituents independently selected from the group consisting of C_1-C_5 linear or branched alkyl, up to perhalo substituted C_1-C_5 linear or branched alkyl, C_1-C_3 alkoxy and hydroxy;

(c) C_1-C_6 alkoxy, optionally substituted with 1-3 substituents independently selected from the group consisting of C_1-C_5 linear or branched alkyl, up to perhalo substituted C_1-C_5 linear or branched alkyl, C_1-C_3 alkoxy, hydroxy and halogen;

(d) phenyl, optionally substituted with 1-3 substituents independently selected from the group consisting of C_1-C_5 linear or branched alkyl, up to perhalo substituted C_1-C_5 linear or branched alkyl, C_1-C_3 alkoxy, hydroxy and halogen,

(e) 5-6 membered monocyclic heteroaryl having 1-4 heteroatoms selected from the group consisting of O, N and S or 8-10 membered bicyclic heteroaryl having 1-6 heteroatoms selected from the group consisting of O, N and S, optionally substituted with 1-3 substituents independently selected from the group consisting of C_1-C_5 linear or branched alkyl, up to perhalo substituted C_1-C_5 linear or branched alkyl, C_1-C_3 alkoxy, hydroxy and halogen,

(f) C_1-C_3 alkyl-phenyl, optionally substituted with 1-3 substituents independently selected from the group consisting of C_1-C_5 linear or branched alkyl, up to perhalo substituted C_1-C_5 linear or branched alkyl, C_1-C_3 alkoxy, hydroxy and halogen; and

(g) up to per–halo substituted C_1-C_5 linear, branched or cyclic alkyl, and where not per-halo substituted, optionally substituted with 1-3 substituents independently selected from the group consisting of C_1-C_5 linear or branched alkyl, up to perhalo substituted C_1-C_5 linear or branched alkyl, C_1-C_3 alkoxy and hydroxy.

69.-72. (Canceled)

73. A compound of claim 68 wherein the substituents of the substituted structures of L are selected from the group consisting of methyl, triflouromethyl, ethyl, n-propyl, n-butyl, n-pentyl, i-propyl, t-butyl, methoxy, ethoxy, propoxy, Cl, Br, F, cyano, nitro, hydroxy, amino, methylamino, dimethylamino, ethylamino and diethylamino.

74. A compound of claim 68 wherein the substituents of the substituted structures of B and L^1 are independently selected from the group consisting of methyl, triflouromethyl,

ethyl, n-propyl, n-butyl, n-pentyl, isopropyl, *tert*-butyl, sec-butyl, isobutyl, cyclopropyl, cyclobutyl, cyclopentyl, methoxy, ethoxy, propoxy, Cl, Br and F, cyano, nitro, hydroxy, amino, methylamino, dimethylamino, ethylamino and diethylamino.

75. (Canceled)

76. A compound as in claim 68 wherein B, L and L^1 follow one of the following of combinations:

B= phenyl, L=phenyl and L^1 is phenyl,

B= phenyl, L=phenyl and L^1 is pyridinyl,

B=pyridinyl, L= phenyl and L^1 is phenyl,

B=pyridinyl, L=phenyl and L^1 is pyridinyl.

77. A pharmaceutical composition for the treatment of a cancerous cell growth comprising a compound of claim 68 or a pharmaceutically acceptable salt of a compound of formula I and a physiologically acceptable carrier.

78.-79. (Canceled)

80. A pharmaceutical composition for the treatment of a cancerous cell growth as in claim 77 wherein the pharmaceutically acceptable salt is

a) a basic salt of an organic acid or an inorganic acid which is hydrochloric acid, hydrobromic acid, sulfuric acid, phosphoric acid, methanesulfonic acid, trifluoromethanesulfonic acid, benzenesulfonic acid, p-toluene sulfonic acid (tosylate salt), 1-napthalene sulfonic acid, 2-napthalene sulfonic acid, acetic acid, trifluoroacetic acid, malic acid, tartaric acid, citric acid, lactic acid, oxalic acid, succinic acid, fumaric acid, maleic acid, benzoic acid, salicylic acid, phenylacetic acid, or mandelic acid; or

b) an acid salt of an organic or inorganic base containing an alkali metal cation, an alkaline earth metal cation, an ammonium cation, an aliphatic substituted ammonium cation or an aromatic substituted ammonium cation.

81.-82. (Canceled)

83. A compound of Formula I:

$$A - D - B \qquad (I)$$

or a pharmaceutically acceptable salt thereof, wherein

D is -NH-C(O)-NH-,

A is a substituted moiety of up to 40 carbon atoms of the formula: $-L-(M-L^1)_q$, where L is a 6 membered cyclic structure, which is substituted phenyl or unsubstituted phenyl, bound directly to D, L^1 comprises a substituted cyclic moiety having at least 5 members which is phenyl or pyridinyl,

M is one or more bridging groups selected from the group consisting of -O-, -S-, $-N(R^7)-$ where R^7 is hydrogen, q is an integer of from 1-3; and

B is a substituted or unsubstituted, up to tricyclic aryl or heteroaryl moiety of up to 30 carbon atoms with at least one 6-member cyclic structure bound directly to D which is phenyl or pyridinyl,

wherein L^1 is substituted by $-S(O)_2R_x$,

R_z is hydrogen or a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatom, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from, S, N and O, C_{7-24} alkaryl, C_{7-24} or aralkyl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl up to per halo cycloalkyl having 0-3 heteroatoms selected from N, S and O, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl having 1-3 heteroatoms selected from O, N and S, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$;

R_x is R_z or NR_aR_b where R_a and R_b are

a) independently hydrogen,

a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_{3-10} cycloalkyl, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_{3-12} hetaryl having 1-3 heteroatoms selected from O, N and S, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, C_{7-24} aralkyl, or C_7-C_{24} alkaryl, and is optionally substituted by halogen, hydroxy and carbon based

substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$ and are optionally substituted by halogen, or

$-OSi(R_f)_3$ where R_f is hydrogen or a carbon based moiety of up to 24 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, S and N, or C_{7-24} aralkyl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$, or

b) R_a and R_b together form a 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O, optionally substituted by halogen, hydroxy or carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, halo substituted C_{1-6} alkyl up to per halo alkyl, halo substituted C_6-C_{12} aryl up to per halo aryl, halo substituted C_3-C_{12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$, or

c) one of R_a or R_b is -C(O)-, a C_1-C_5 divalent alkylene group or a substituted C_1-C_5 divalent alkylene group bound to the moiety L to form a cyclic structure with at least 5 members, wherein the substituents of the substituted C_1-C_5 divalent alkylene group are

selected from the group consisting of halogen, hydroxy, and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$,

where B is substituted, L is substituted or L^1 is additionally substituted, the substituents are selected from the group consisting of halogen, up to per-halo, and Wn, where n is 0-3;

wherein each W is independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)NR^7R^7$, $-C(O)-R^7$, $-NO_2$, $-OR^7$, $-SR^7$, $-NR^7R^7$, $-NR^7C(O)OR^7$, $-NR^7C(O)R^7$, -Q-Ar, and carbon based moieties of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_3-C_{12} heteroaryl having 1-3 heteroatoms selected from O, N and S, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NR^7R^7$, $-NO_2$, $-NR^7C(O)R^7$, $-NR^7C(O)OR^7$ and halogen up to per-halo; with each R^7 independently selected from H or a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{14} alkaryl, C_7-C_{24} aralkyl, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by halogen,

wherein Q is -O-, -S-, $-N(R^7)-$, $-(CH_2)_m-$, -C(O)-, -CH(OH)-, $-(CH_2)_mO-$, $-(CH_2)_mS-$, $-(CH_2)_mN(R^7)-$, $-O(CH_2)_m-$ CHX^a-, $-CX^a_2-$, $-S-(CH_2)_m-$ and $-N(R^7)(CH_2)_m-$, where m= 1-3, and X^a is halogen; and

Ar is a 5- or 6-member aromatic structure containing 0-2 members selected from the group consisting of nitrogen, oxygen and sulfur, which is optionally substituted by halogen, up to per-halo, and optionally substituted by Z_{n1}, wherein n1 is 0 to 3 and each Z is

independently selected from the group consisting of -CN, $-CO_2R^7$, $-C(O)R^7$, $-C(O)NR^7R^7$, $-NO_2$, $-OR^7$, $-SR^7$ $-NR^7R^7$, $-NR^7C(O)OR^7$, $-NR^7C(O)R^7$, and a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_6-C_{14} aryl, or C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents selected from the group consisting of -CN, $-CO_2R^7$, $-COR^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NO_2$, $-NR^7R^7$, $-NR^7C(O)R^7$, and $-NR^7C(O)OR^7$, with R^7 as defined above,

where R_g is C_{1-10} alkyl; -CN, $-CO_2R_d$, $-OR_d$, $-SR_d$, $-NO_2$, $-C(O)R_e$, $-NR_dR_e$, $-NR_d$ $C(O)OR_e$ and $-NR_d$ $C(O)R_e$, and R_d and R_e are independently selected from the group consisting of hydrogen, C_{1-10}, alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_{6-12} aryl, C_3-C_{12} hetaryl with 1-3 heteroatoms selected from O, N and S and C_7-C_{24} aralkyl, C_7-C_{24} alkaryl, up to per halo substituted C_1-C_{10} alkyl, up to per halo substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, up to per halo substituted C_6-C_{14} aryl, up to per halo substituted C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, N, and S, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and up to per halo substituted C_7-C_{24} aralkyl.

84. A compound of Formula I:

A - D - B (I)

or a pharmaceutically acceptable salt thereof, wherein

D is -NH-C(O)-NH-,

A is a substituted moiety of up to 40 carbon atoms of the formula: $-L-(M-L^1)_q$, where L is a 6 membered cyclic structure, which is substituted phenyl or unsubstituted phenyl, bound directly to D, L^1 comprises a substituted cyclic moiety having at least 5 members which is phenyl or pyridinyl,

M is one or more bridging groups selected from the group consisting of -O-, -S-, and $-N(R^7)-$ wherein R^7 is hydrogen, q is an integer of from 1-3; and

B is a substituted or unsubstituted, up to tricyclic aryl or heteroaryl moiety of up to 30 carbon atoms with at least one 6-member cyclic structure bound directly to D which is phenyl or pyridinyl,

wherein L^1 is substituted by $-C(NR_y)R_z$,

R_z is hydrogen or a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatom, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from, S, N and O, C_{7-24} alkaryl, C_{7-24} or aralkyl, and optionally substituted by halogen or hydroxy;

R_z is hydrogen or a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatom, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from, S, N and O, C_{7-24} alkaryl, C_{7-24} or aralkyl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl up to per halo cycloalkyl having 0-3 heteroatoms selected from N, S and O, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl having 1-3 heteroatoms selected from O, N and S, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$;

R_x is R_z or NR_aR_b where R_a and R_b are

a) independently hydrogen,

a carbon based moiety of up to 30 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_{3-10} cycloalkyl, C_{2-10} alkenyl, C_{1-10} alkenoyl, C_{6-12} aryl, C_{3-12} hetaryl having 1-3 heteroatoms selected from O, N and S, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, C_{7-24} aralkyl, or C_7-C_{24} alkaryl, and is optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or $-C(O)R_g$ and are optionally substituted by halogen, or

-$OSi(R_f)_3$ where R_f is hydrogen or a carbon based moiety of up to 24 carbon atoms optionally containing heteroatoms selected from N, S and O, which is C_{1-10} alkyl, C_{1-10} alkoxy, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{6-12} aryl, C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, S and N, or C_{7-24} aralkyl, and optionally substituted by halogen, hydroxy and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -$C(O)R_g$, or

b) R_a and R_b together form a 5-7 member heterocyclic structure of 1-3 heteroatoms selected from N, S and O, optionally substituted by halogen, hydroxy or carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, halo substituted C_{1-6} alkyl up to per halo alkyl, halo substituted C_6-C_{12} aryl up to per halo aryl, halo substituted C_3-C_{12} cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -$C(O)R_g$, or

c) one of R_a or R_b is -C(O)-, a C_1-C_5 divalent alkylene group or a substituted C_1-C_5 divalent alkylene group bound to the moiety L to form a cyclic structure with at least 5 members, wherein the substituents of the substituted C_1-C_5 divalent alkylene group are selected from the group consisting of halogen, hydroxy, and carbon based substituents of up to 24 carbon atoms, which optionally contain heteroatoms selected from N, S and O, which are C_{1-10} alkyl, C_{3-12} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_{3-12} hetaryl having 1-3 heteroatoms selected from N, S and O, C_{1-10} alkoxy, C_{6-12} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_{1-6} halo substituted alkyl up to per halo alkyl, C_6-C_{12} halo substituted aryl up to per halo aryl, C_3-C_{12} halo substituted cycloalkyl having 0-3 heteroatoms selected from N, S and O, up to per halo cycloalkyl, halo substituted C_3-C_{12} hetaryl up to per halo

hetaryl, halo substituted C_7-C_{24} aralkyl up to per halo aralkyl, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, or -C(O)R_g,

where B is substituted, L is substituted or L^1 is additionally substituted, the substituents are selected from the group consisting of halogen, up to per-halo, and Wn, where n is 0-3;

wherein each W is independently selected from the group consisting of -CN, -CO_2R^7, -C(O)NR^7R^7, -C(O)-R^7, -NO_2, -OR^7, -SR^7, -NR^7R^7, -$NR^7C(O)OR^7$, -$NR^7C(O)R^7$, -Q-Ar, and carbon based moieties of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_7-C_{24} alkaryl, C_7-C_{24} aralkyl, C_3-C_{12} heteroaryl having 1-3 heteroatoms selected from O, N and S, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents independently selected from the group consisting of -CN, -CO_2R^7, -C(O)R^7, -C(O)NR^7R^7, -OR^7, -SR^7, -NR^7R^7, -NO_2, -$NR^7C(O)R^7$, -$NR^7C(O)OR^7$ and halogen up to per-halo; with each R^7 independently selected from H or a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which are C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, S and N, C_6-C_{14} aryl, C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, C_7-C_{14} alkaryl, C_7-C_{24} aralkyl, or C_4-C_{23} alkheteroaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by halogen,

wherein Q is -O-, -S-, -N(R^7)-, -$(CH_2)_m$-, -C(O)-, -CH(OH)-, -$(CH_2)_m$O-, -$(CH_2)_m$S-, -$(CH_2)_m$N(R^7)-, -O$(CH_2)_m$- CHX^a-, -CX^a_2-, -S-$(CH_2)_m$- and -N(R^7)$(CH_2)_m$-, where m= 1-3, and X^a is halogen; and

Ar is a 5- or 6-member aromatic structure containing 0-2 members selected from the group consisting of nitrogen, oxygen and sulfur, which is optionally substituted by halogen, up to per-halo, and optionally substituted by Z_{n1}, wherein n1 is 0 to 3 and each Z is independently selected from the group consisting of -CN, -CO_2R^7, -C(O)R^7, -C(O)NR^7R^7, -NO_2, -OR^7, -SR^7 -NR^7R^7, -$NR^7C(O)OR^7$, -$NR^7C(O)R^7$, and a carbon based moiety of up to 24 carbon atoms, optionally containing heteroatoms selected from N, S and O, which is C_1-C_{10} alkyl, C_1-C_{10} alkoxy, C_2-C_{10} alkenyl, C_1-C_{10} alkenoyl, C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_6-C_{14} aryl, or C_3-C_{13} hetaryl having 1-3 heteroatoms selected from O, N and S, and optionally substituted by one or more substituents selected

from the group consisting of -CN, $-CO_2R^7$, $-COR^7$, $-C(O)NR^7R^7$, $-OR^7$, $-SR^7$, $-NO_2$, $-NR^7R^7$, $-NR^7C(O)R^7$, and $-NR^7C(O)OR^7$, with R^7 as defined above,

where R_g is C_{1-10} alkyl; -CN, $-CO_2R_d$, $-OR_d$, $-SR_d$, $-NO_2$, $-C(O)R_e$, $-NR_dR_e$, $-NR_d C(O)OR_e$ and $-NR_d C(O)R_e$, and R_d and R_e are independently selected from the group consisting of hydrogen, C_{1-10}, alkyl, C_{1-10} alkoxy, C_{3-10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, C_{6-12} aryl, C_3-C_{12} hetaryl with 1-3 heteroatoms selected from O, N and S and C_7-C_{24} aralkyl, C_7-C_{24} alkaryl, up to per halo substituted C_1-C_{10} alkyl, up to per halo substituted C_3-C_{10} cycloalkyl having 0-3 heteroatoms selected from O, N and S, up to per halo substituted C_6-C_{14} aryl, up to per halo substituted C_3-C_{12} hetaryl having 1-3 heteroatoms selected from O, N, and S, halo substituted C_7-C_{24} alkaryl up to per halo alkaryl, and up to per halo substituted C_7-C_{24} aralkyl.